



TRG Talk: **VIRTUAL**

**Topic: After COVID-19:
Ten ways in which work
has changed forever**



5th
BRI

Daan van Rossum
Chief Experience Officer
DREAMPLEX



**Our webinar will start shortly
Please give us a few minutes to get everyone in!**





Daan van Rossum
*Chief Experience Officer,
Dreamplex*

Good morning.



Daan van Rossum
*Chief Experience Officer,
Dreamplex*

How do Mondays make you feel?



Daan van Rossum
*Chief Experience Officer,
Dreamplex*

The Dreamplex Mission

**Positive impacting
people, personally
and professionally.**



Daan van Rossum
Chief Experience Officer,
Dreamplex



DREAMPLEX **Jio Health**

How To Keep Your Team Healthy During COVID-19

In partnership with Jio Health Clinic

ONLINE WEBINAR (Register for free)

Learn from medical professionals how to plan your team's health and safety. Discover the latest updates on COVID-19, how to protect your team, and what to do when your team is unwell.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Thursday 27 March 10:00 - 11:00 PM
 Language: Vietnamese

Register for free: [https://www.dreamplex.com/online-webinars/2020-03-27](#)

nidsn **infocus**

Union Secretary
 Ministry of Industry, Trade and Consumer Protection

Nguyen Thi Thuy Trang
 (Union Secretary)

Vietnam 2020 Consumer Insights

Do you know your customer?

Consumer behavior is changing. Consumer attitudes, preferences, and needs are shifting. To stay competitive, you need to understand your customer's needs and preferences. This webinar will provide you with the latest insights on consumer behavior in Vietnam, including product development and country-specific market trends.

DREAMPLEX

Wednesday 18 March 1:00 PM - 1:50 PM
 Language: English

DREAMPLEX **PATAMARI CAPITAL**

Do you want the "secret sauce" for raising more money for your business?

Join us for Founder's Friday: Getting Funded

To learn from the 100 of Patamar Capital, the secrets to successful fundraising.

Ken Do
 (Investment Partner Capital)

Ken Do
 (Investment Partner Capital)

Thursday 19 March 10:00 AM - 11:00 AM
 Language: English

Wellbeing at Work (Part 2): Design your Dream Job

Turn any job into your dream job by redesigning what you do and how you do it.

It's time to take control of your job. Learn how to redesign your job to match your strengths and interests. This webinar will provide you with the latest insights on job redesign and how to make it work for you.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Thursday 27 April 6:00 PM - 7:00 PM
 Language: English

Register for free: [https://www.dreamplex.com/online-webinars/2020-04-27](#)

DREAMPLEX

Do you feel overwhelmed with everything that is going on?

Coping with Covid: Building and maintaining a strong, resilient mind

Learn strategies and practical tips you can use to cope with the challenges of the COVID-19 pandemic. This webinar will provide you with the latest insights on coping with stress and how to build a strong, resilient mind.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Thursday 16 April 5:00 PM - 6:00 PM
 Language: English

Wellbeing at Work (Part 3): Resilience

Learn to manage your emotions at work

Learn how to manage your emotions at work. This webinar will provide you with the latest insights on resilience and how to manage your emotions at work.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Thursday 27 April 6:00 PM - 7:00 PM
 Language: English

Asia PMO

Communicating Confidently & Effectively

Personal and professional success is based on effective communication skills. This webinar will provide you with the latest insights on how to communicate effectively and confidently.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Wednesday 25 March 10:00 AM - 11:00 AM
 Language: English

DREAMPLEX

Townhall: Entrepreneurship and Innovation in 2020

Connect with fellow entrepreneurs and innovators. This webinar will provide you with the latest insights on entrepreneurship and innovation in 2020.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

Thursday 2 April 5:00 PM - 6:00 PM
 Language: English

DREAMPLEX **Ogilvy**

The Psychology of Working Well During COVID-19

Working from Home: Happy, Healthy, Productive

Learn how to work well during the COVID-19 pandemic. This webinar will provide you with the latest insights on the psychology of working well during the pandemic.

Dr. Anil Vaidyanathan
 (Pragathi for health)

Dr. Anil Vaidyanathan
 (Pragathi for health)

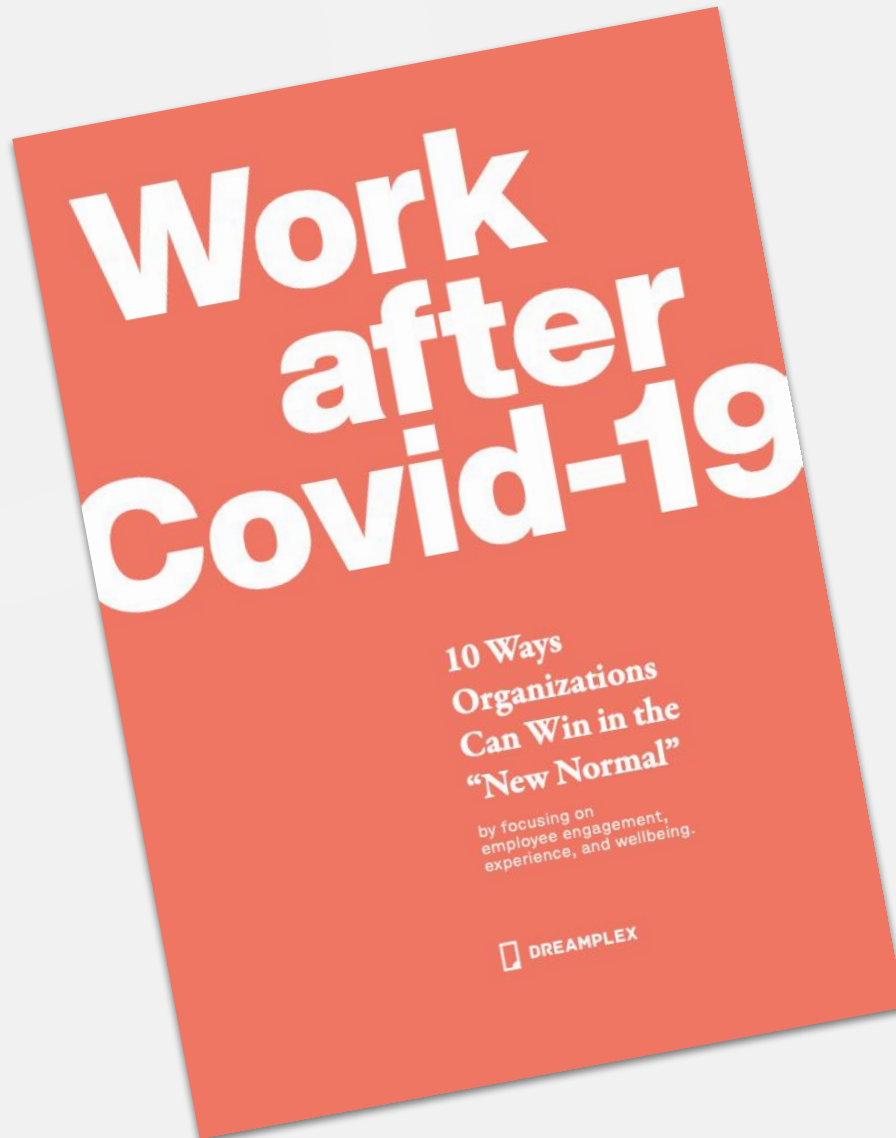
Thursday 2 April 10:00 AM - 11:00 AM
 Language: English

Work After COVID-19:

Not just to survive, but to thrive

**By focusing on employee experience,
engagement and wellbeing.**

So that’s what we’ve studied.



- Dreamplex member Interviews
- Online survey
- Expert discussions
- Desk research



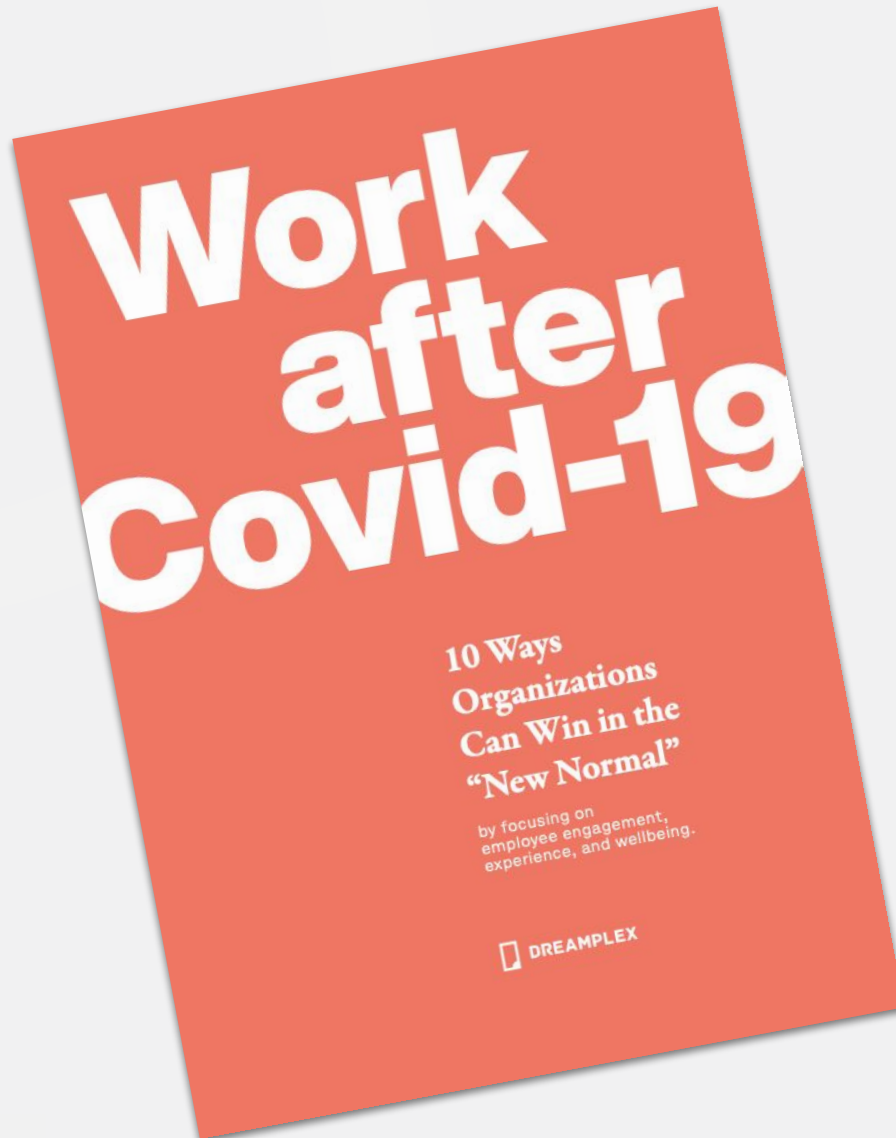
- 10 key opportunities
- 20 practical tips

This is how COVID-19 could change the world of work for good



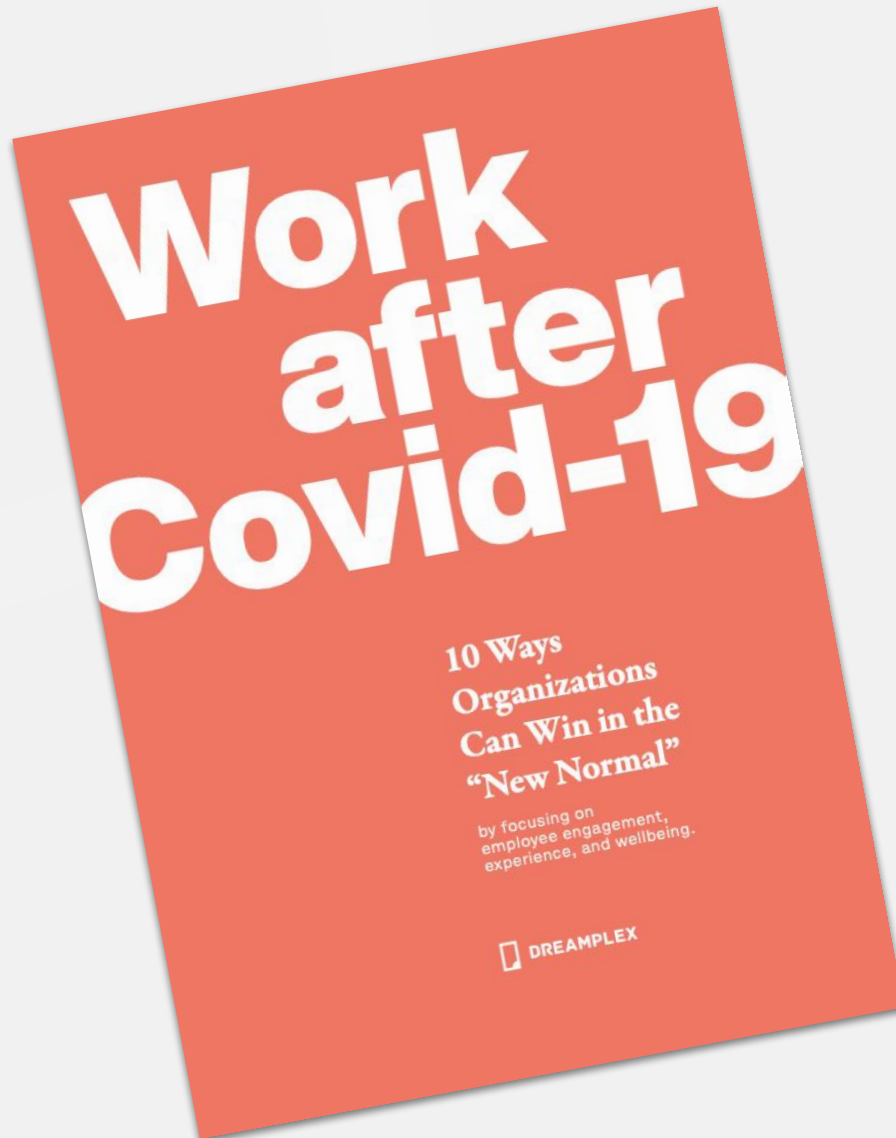
Employers will become more flexible about working from home, says organizational psychologist Adam Grant.

Image: World Economic Forum / Christian Clavadetscher



In a post-COVID world, how will your company evolve?

- Continue to Offer Remote Work (and Competitive Flexibility)
- Further Improve Your Employee Engagement
- Create a Sense of Community in Your Company – Online & Offline
- Bring Out the Power of Teams
- Turn Everyone into a Remote Working Pro
- Make the Physical Workplace Safer and Healthier
- Find the Right Mix of HQ, Flex and Remote
- Increase Your Focus on Mental Wellbeing
- Personalize the Workplace Experience for Gen Z and Millennials
- Embrace a Learning Mindset and Seek Outside Expertise



1. Continue to Offer Remote Work (and Competitive Flexibility)

After COVID-19, **71% of employees** say they want their company to offer some sort of **flexible workplace**.

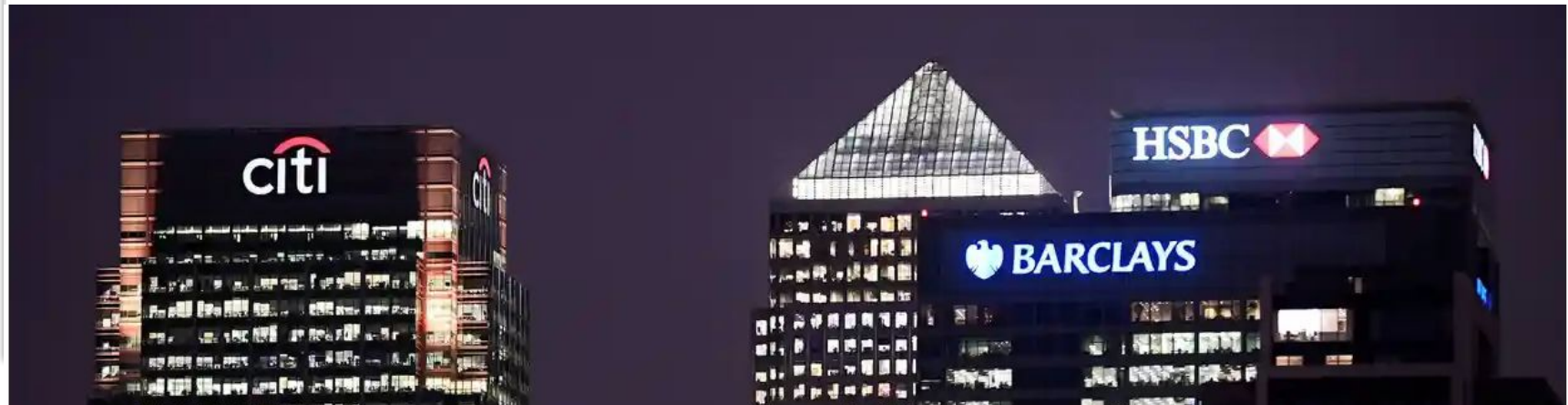
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44% of employees said working from home **once a week** would be ideal, with another **34%** saying **more than once a week** would be best.

theguardian

Flexible working will be norm after lockdown, say Barclays and WPP bosses

Crowded office buildings 'may be a thing of the past' as staff safety prioritised after Covid-19 crisis





“We have always managed the team based on output, not in terms of hours spent in the office. During this time, it was no different. As long as the individual results are the same or better than in the office, we will keep supporting teams to work from home.”

– Kevin Koh

General Manager, Faraday.
Member at Dreamplex Dien Bien Phu.



“To guarantee the continuity of our business during this crisis, I had to break with the company’s global rule of not working from home. After almost two months of remote work, I discovered that I can fully trust my team members. They have shown that they can manage their own schedules and workflow, even when not in the office. This makes me feel more comfortable to allow for more flexibility moving forward.”

– Jenny Bui

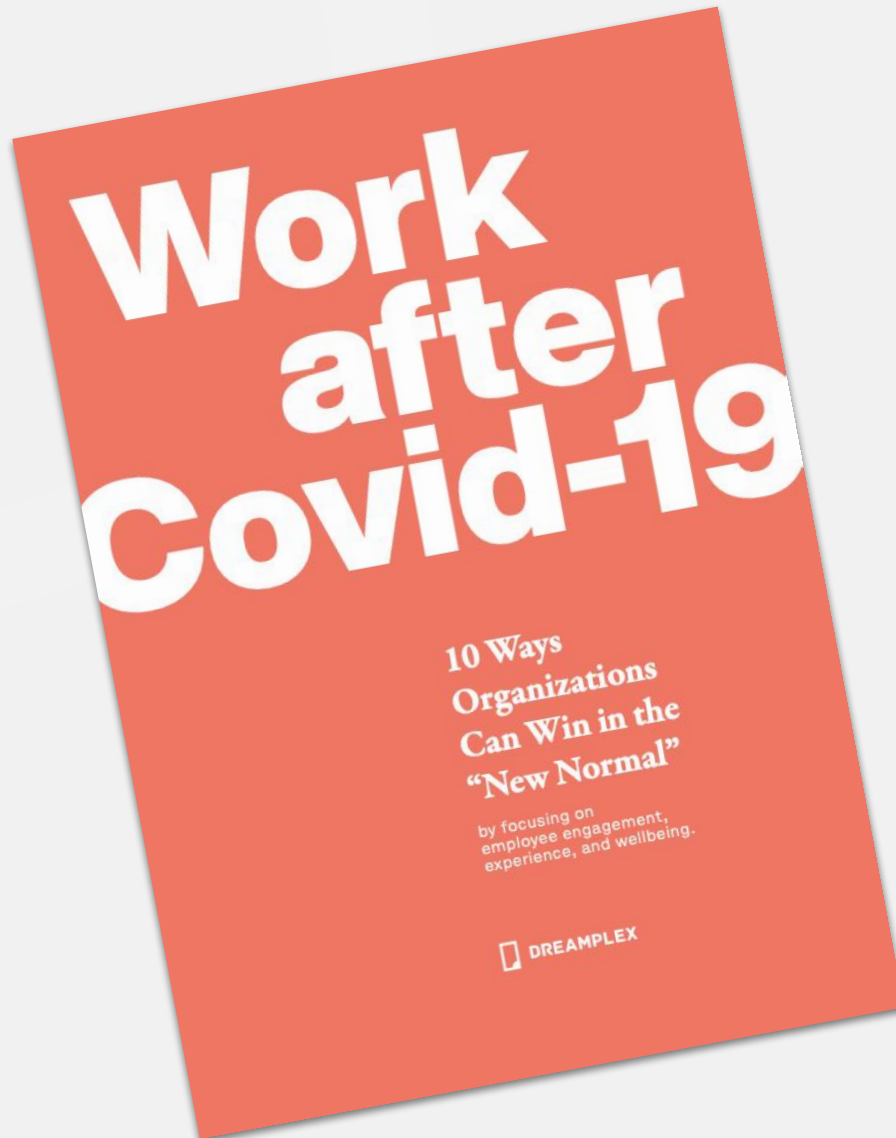
Country Manager Vietnam, SPOON.
Member at Dreamplex Dien Bien Phu.

Tip 1: Define desired goals and outcomes.

Both for teams and for individual team members, define what “good” looks like. Having clearly defined desired goals and outcomes will not only help you keep a check on whether remote work is working, it also removes any uncertainty on the employee’s part about what they should be doing and when.

Tip 2: Adapt your content and schedule.

Certain types of meetings, training sessions, and one-on-ones were typically tied to a specific time and date at which people had to show up in the physical office. With more remote workers and flexible schedules, invest in hybrid on- and offline content and experiences, or schedule more in advance.

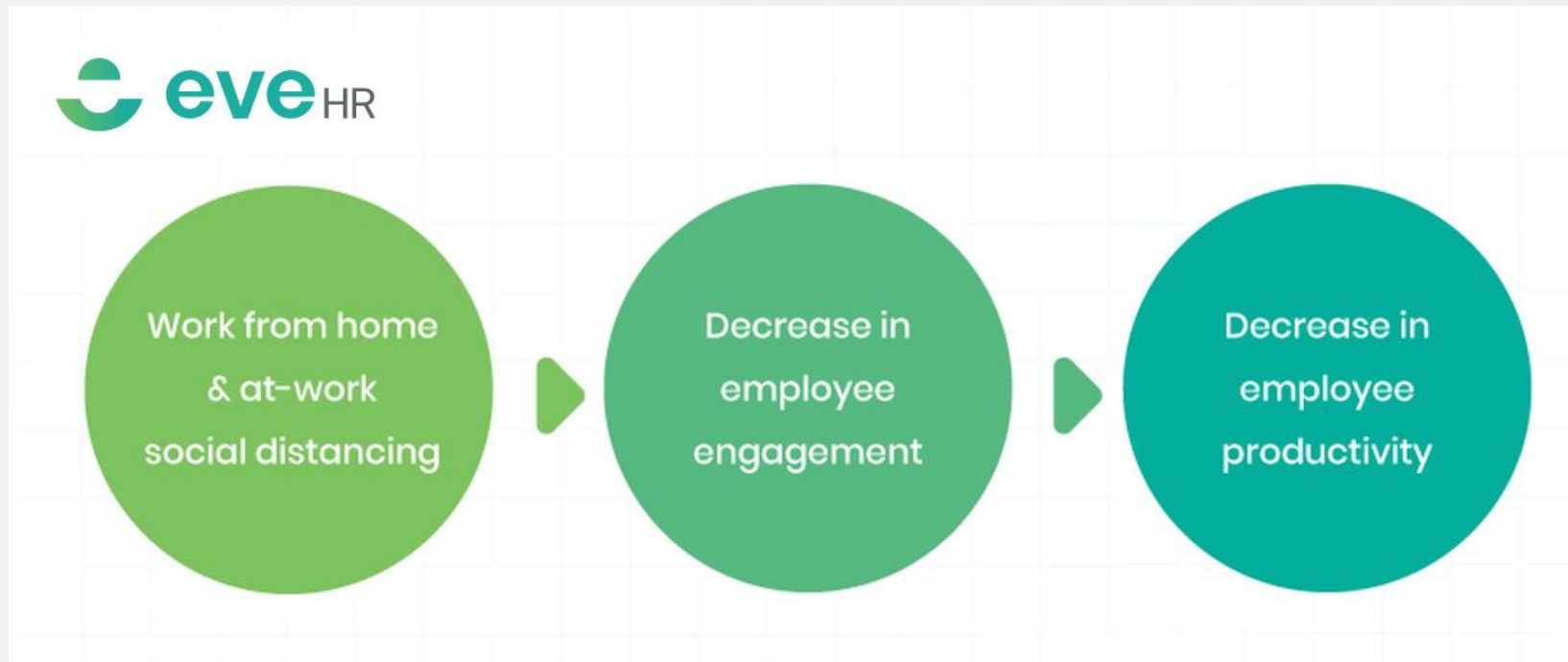


2. Further Improve Your Employee Engagement

GALLUP®

Positively engaged employees:

- Are 17% more productive
- Increase profitability
- Are less likely to leave





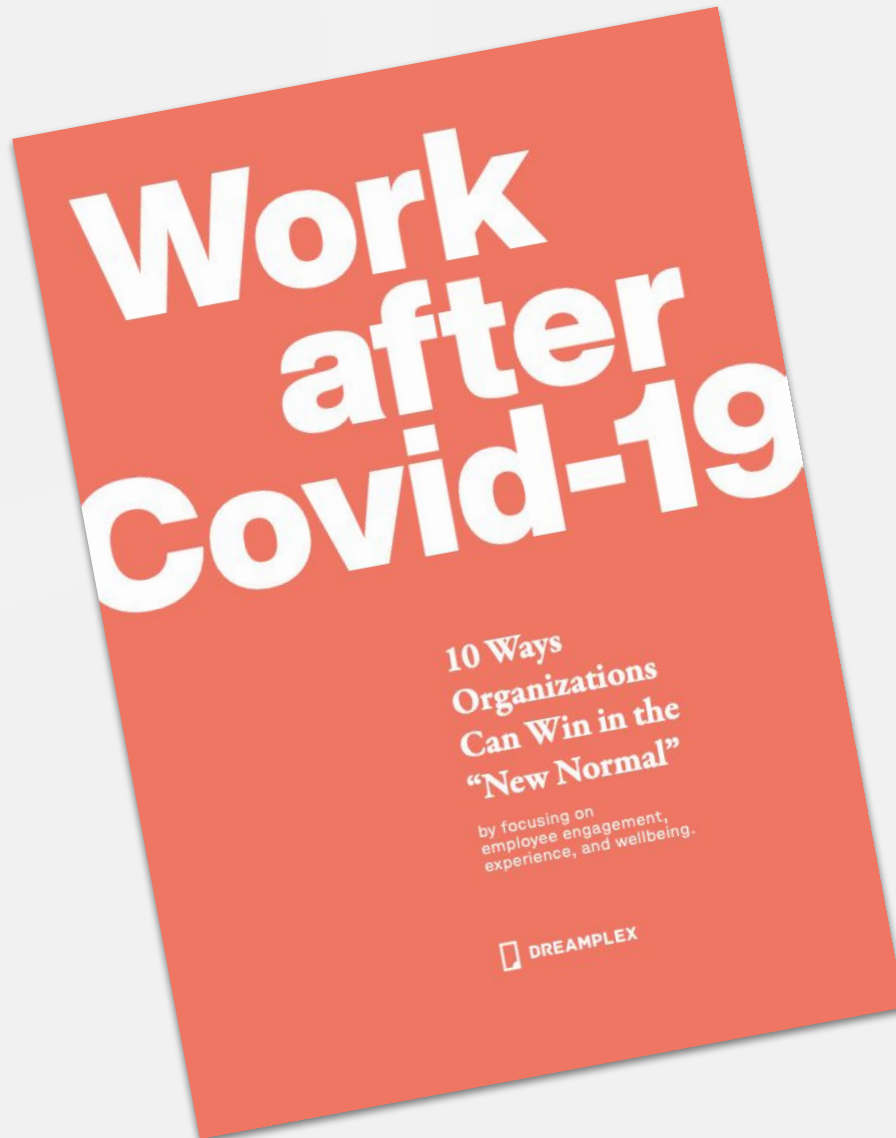
“A strong culture driven by ongoing employee engagement is the only thing that truly connects individual team members when the workforce becomes more distributed.”

Tip 1: Spend more time on your employees

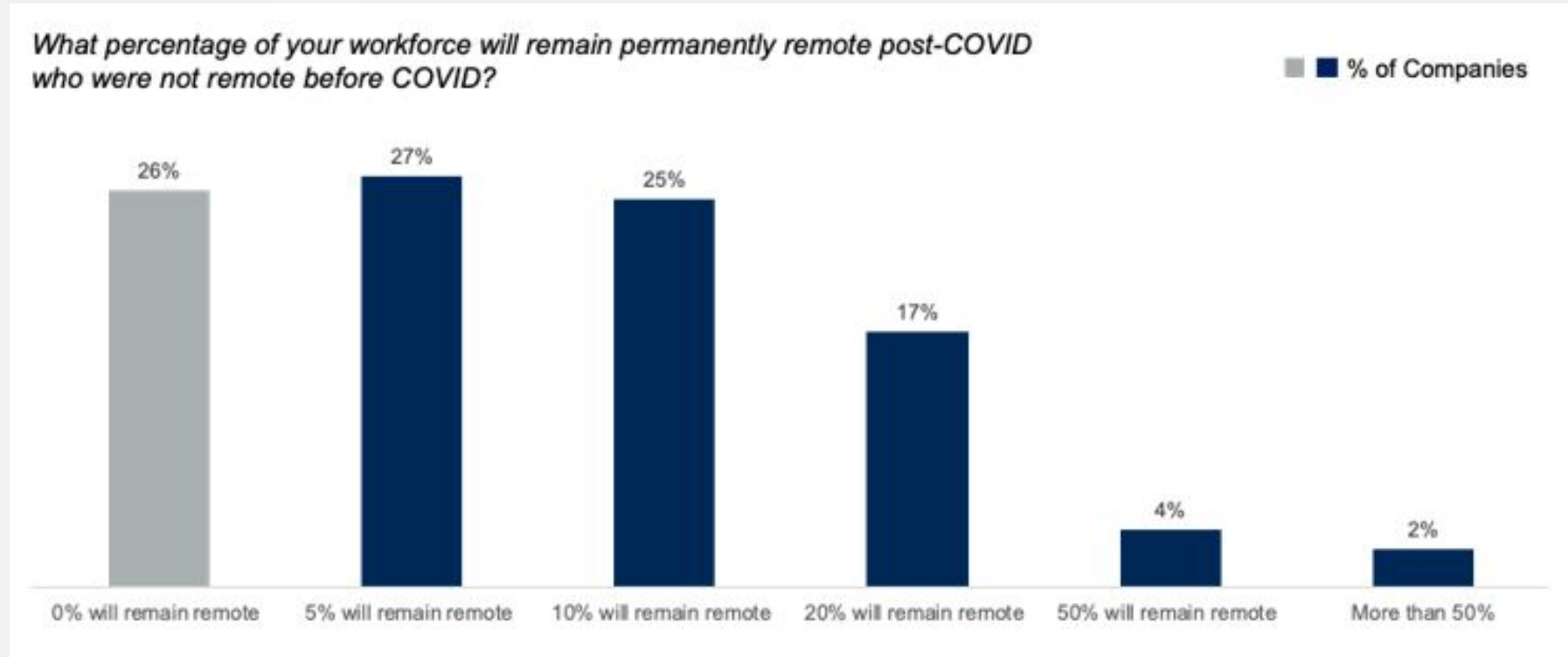
If you've increased the amount of time spent connecting with employees during the social isolation, don't turn back. If you haven't yet, now is a great time to start. Help foster and maintain a strong connection with your teams, no matter where they are. Periodic check-ins, high-quality and frequent feedback and constant recognition for jobs well done, are critical. Training managers to do this is key.

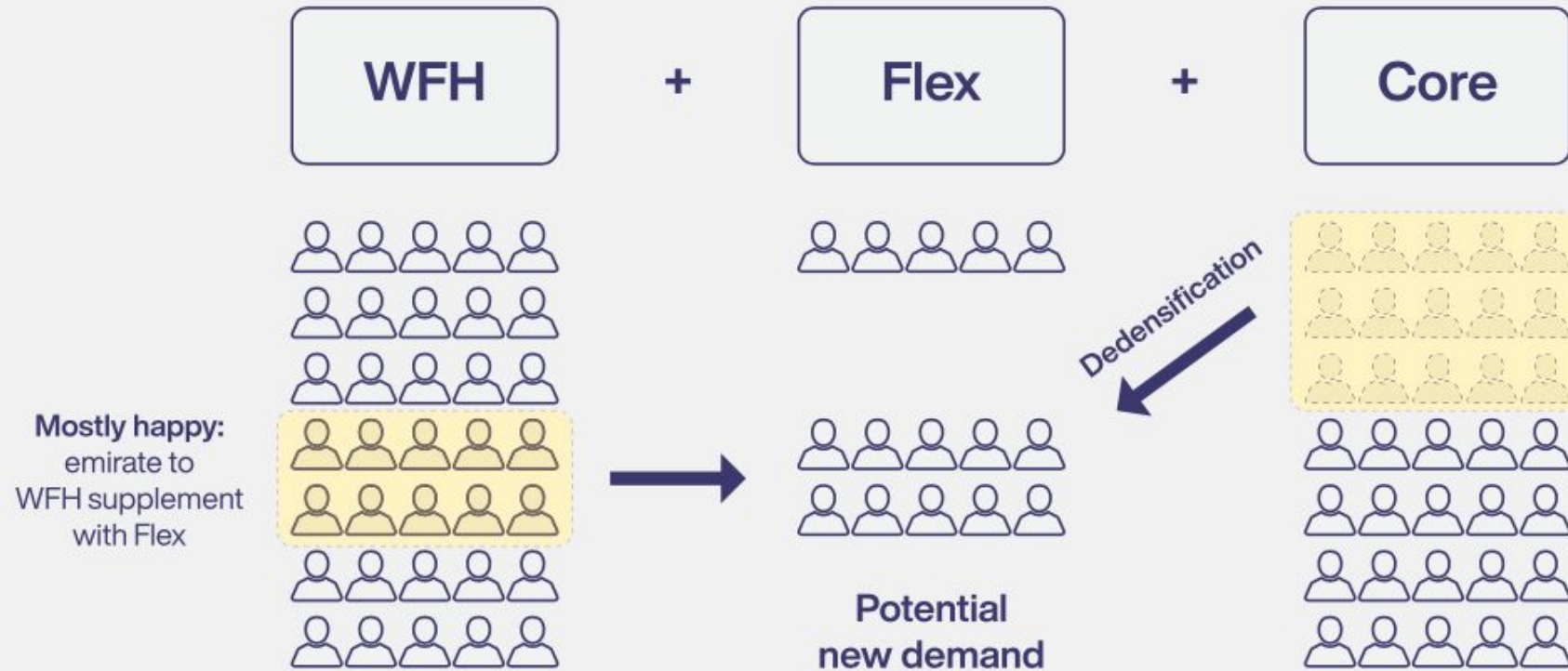
Tip 2: Follow the data

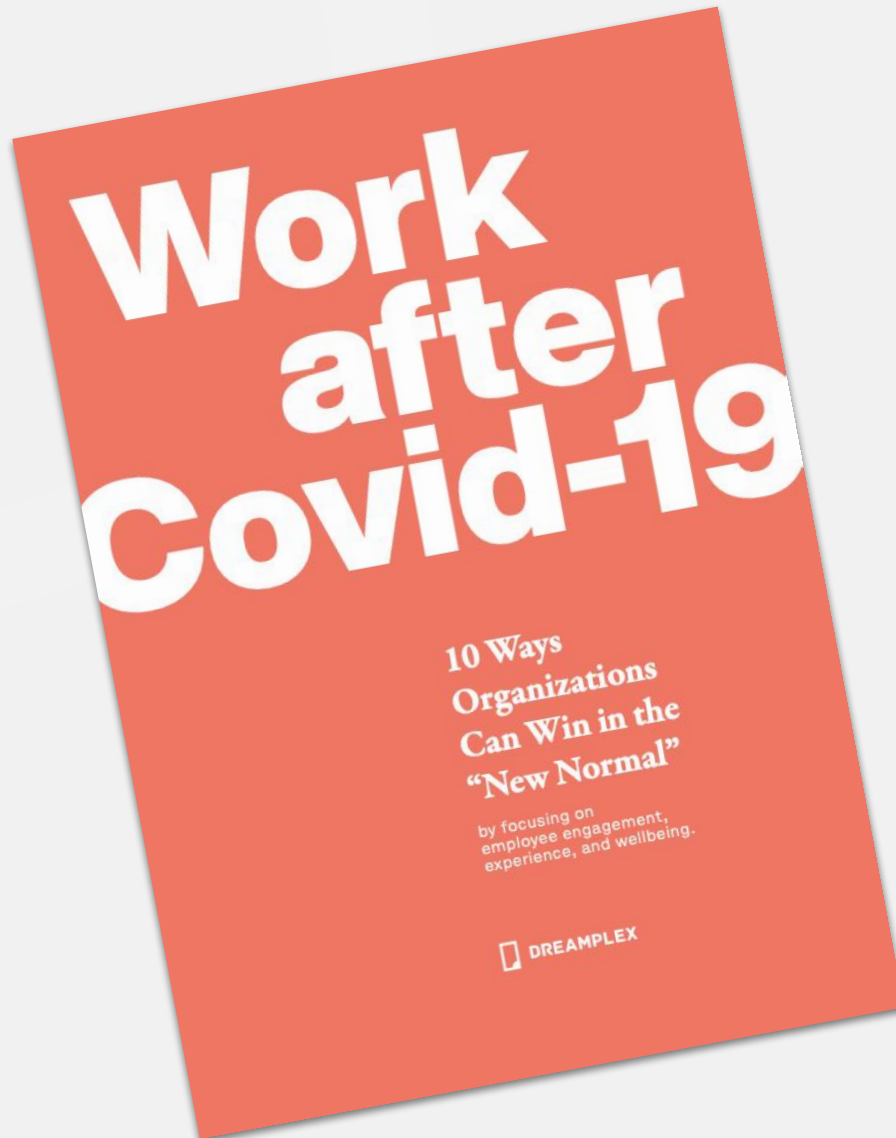
Use a data-collecting tool like EveHR, Culture Amp, or TINYPulse. We use Officevibe and are able to get a real-time read on what we are doing well, and where we're falling short. This allows us to make improvements to the employee experience as we go. Gathering and applying data is critical, not only to know where to improve, but to make your teams feel you are actively working on improving their work experience.



7. Find the Right Mix of HQ, Flex and Remote







In a post-COVID world, how will your company evolve?

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Work after Covid-19

10 Ways Organizations Can Win in the "New Normal"

by focusing on employee engagement, experience, and wellbeing.



Coming Back Better than Ever



"It's just 3 months since the lunar new year holiday "Tet" ended and we came back to a completely different world. The first cases of COVID-19 had just hit Vietnam."

If you're like us, an owner or key stakeholder in a fast-growing company here in Vietnam, you may be working on getting back into the regular swing of things. While, at the same time you're still working through the challenges from the first hits of the crisis. And, on top of that, managing your day-to-day operations. That's not easy.

At the same time, we also see some of our member companies taking advantage of the opportunities that this situation has created. This includes recognizing the need for a more focused approach towards the employee experience and the responsibility to look after the well-being of their people.

We hope this guide is helpful in preparing to not only come back, but to come back stronger than ever!

Daan van Rossum
Chief Experience Officer
Dreamplex

8. Increase Your Focus on Mental Wellbeing

Your team members have just been through a never-seen-before period of stress and anxiety, and the end is far from in sight. Not only the disease itself, but also the financial uncertainty, job insecurity, struggles of embracing a new style of working, have all had a huge impact. Not only on your employees, but also indirectly on your business.

Mental wellbeing wasn't quite yet on the foreground in Vietnam but is being accelerated by COVID-19. Businesses now understand that in order to thrive as a business, people need to be thriving also. This is especially important as more work shifts to remote: 45% of newly remote workers said they suffered a lost sense of belonging.¹

And, there's a business impact too. PWC reports that "through the successful implementation of a mentally healthy workplace, organisations can expect a positive return on investment of 2.3. That is, for every

dollar spent on successfully implementing an appropriate action, there is on average \$2.30 in benefits to be gained by the organisation."²

And it's not difficult to do more. Dreamplex for example supported physical and mental wellbeing during the crisis time in various ways. An online Q&A with Doctor Huynh Thi Thuy Trang from Jio Health answered managers' questions about how to keep their teams healthy. A session with coach My Holland delivered team members ways to deal with stress and anxiety in these challenging times. Three "Wellbeing at Work" online workshops allowed members to craft better versions of their lives while discussing their feelings and worries openly.



Now is a great time to break open this subject, that was previously relatively taboo. There is still a heavy stigma and repression of mental issues, even though there are huge benefits for employees to share openly and bring their whole self to work. Being well, and working well, is a holistic process that requires speech without guilt.

2. Further Improve Your Employee Engagement

Employee Engagement, the art and science of offering the right conditions for all members of an organisation to give it their best each day was always critical for businesses. Engaged employees are enthusiastic about and committed to their work and workplace. And when they do that, productivity and retention improves.

On the flip side, if team morale falls by 0.5pt, staff turnover increases by 17% and productivity falls by at least 7%.¹ That hurts businesses especially when teams are not physically working together, like during the crisis. Research from Eve HR, a Vietnamese employee engagement app, shows that there's a direct link between working from home and a decrease in employee engagement and productivity.²

Suddenly not having their teams connected in the office forced employers to implement exactly the kind of measures that improve employee engagement. To ensure staying connected, companies made sure to check in more with their people and motivate them more explicitly.



90% of companies believe their culture has improved since the COVID-19 outbreak started.

And with success, 90% of companies believe their culture has improved since the COVID-19 outbreak started. 83% believe their employee experience is better, and 84% believe their engagement has gone up.³ An HR leader said that this is because "the crisis has created a level of transparency and trust in our workforce we haven't seen in decades."⁴

Keeping up this level of employee engagement will be key to maintain a strong company culture. This will be especially important when the trends that COVID-19 started permeate your ways of working more and more.

As a recent Harvard Business Review article stated, a strong culture driven by ongoing employee engagement is the only thing that truly connects individual team members when the workforce becomes more distributed.⁵

¹Valley Pulse, "Staying With Coronavirus: How to Survive Working Remotely as an Organisation", March 2020
²We're not "Back to Work" as employees struggle to return from home, "April 2020"
³Wells, Susan Wilson, "Deep Dive into the Employee Experience Transformation of COVID-19", April 2020
⁴Jack Welch, "COVID-19 May Be The Best Thing That Ever Happened To Employee Engagement", April 2020
⁵Michael M. Kester, "Worked Distributed - Why 'Staying Put' Doesn't Get The Full Picture", April 2020

Tip 1: Make it Safe - Physically and Psychologically.

Employees need to know and feel you've done everything possible to make the office safe. For example, temperature checks, registration & tracking, deep cleanings, and enforced social distancing through de-densification are just some of the measures Dreamplex has put into place. Cushman & Wakefield's "6 Feet Office" concept even shows that it's possible for coworkers to always stay 2 meters apart.¹



Tip 2: Make it Healthy.

Clean air, natural light, spaces that encourage movement and kitchens that promote healthy choices are part of the "WELL Standard" that more and more buildings will start to adapt to.² Following these standards, employees can tangibly feel better, more positive and more productive. They will then want to go.

Tip 1: Create Purpose.

Simply providing an office and a monthly paycheck is not enough to keep your teams engaged and productive. To win the hearts of Generation Z, "start with why" and incorporate a clear purpose in their daily work. Build on Gen Z's ambitious, entrepreneurial, and altruistic spirit by offering them a chance to truly make a difference.

Tip 2: Be a Coach.

Give Gen Z-ers more opportunities to learn and grow towards their potential while maintaining a healthy work-life balance. Be their supporter and coach. They may not always know how to direct their energy and enthusiasm, and will appreciate the support. The free Coursera course "Conversations That Inspire" is a great place to start.



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Everyone gets a whitepaper!

dreamplex.co/work-after-covid



DREAMPLEX



Thank you!

Daan van Rossum

Chief Experience Officer, Dreamplex

daan@dreamplex.co

[linkedin.com/in/daanvanrossum](https://www.linkedin.com/in/daanvanrossum)